



Wang Phan
Product Designer

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OBJECTIVE

Looking to join a high-level team to produce innovative and memorable user experiences.

SKILLS

- Able to generate big picture vision and break down the process to execute efficiently.
- Design with the users' needs in mind while addressing business goals.
- Understand the complexity of ecosystems and can surface valuable integration points.
- Experience with the end-to-end product development lifecycle on successful projects.
- Up to date on design trends and industry best practices.
- Experience in user-centered design for large social networks and web applications.
- Able to clearly present the goals of a project and work well with team members.
- Make use of data from UX research, such as user behavior, interviews, and A/B testing to guide the solution and make informed decisions.

TECH & SOFTWARE KNOWLEDGE

-  **Figma** - I use it daily to create low & high-fidelity mockups. I put together clickable prototypes to present new designs to stakeholders, and to get feedback from user testing.
-  **Adobe Creative Suite - Photoshop & Illustrator** for image manipulation, detailed UI assets and vector icons. **Premiere & After Effects** for video editing & motion graphics.
-  **HTML & CSS** - I'm able to code the front-end of the UI and have a good understanding of responsive design to support multiple platforms. I can quickly identify & fix CSS issues.

EDUCATION

Academy of Art University, San Francisco, California
BFA Program, Computer Arts, New Media



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WORK EXPERIENCE



Emblem Travel & Ryokan Pass Antioch, California (Remote)

Lead UI/UX Designer, June 2023 — Present

Worked on the visual design and UX for the Ryokan Pass social platform for creative professionals. I took high-level business requirements and constructed key user flows that created entry points for monetization. I presented user journeys and outlined ways of measuring impact to get buy-in from stakeholders. I provided design consulting for the Emblem AI travel assistant. Designed the end-to-end flows of the travel discovery and integrated chatbot in Figma. Worked closely with engineers to ensure high quality of implementation.



Meta / Facebook Menlo Park, California & Singapore

UI/UX Designer, March 2018 — May 2023

Designed a suite of 8 security tools to keep Meta employees safe, This includes a Global security call center software, kiosk check-in system, facial recognition tools for on campus safety, and Workplace safety check to verify employees are safe during and after emergencies. I also designed the UI/UX for Meta Quest's e-commerce and customer support website (meta.com). The self-service customer flows reduced the need for agent support saving the company a significant amount of time and money.



Google Mountain View & Los Angeles, California

UX Designer, August 2012 — April 2017

Worked on the Ads Team creating internal tools to improve the relevance of ads that appear on Google Search. The improved human evaluation user experience I provided saved Google over a million dollars by increasing the tool's workflow efficiency. On the PeopleDev Team, I designed an internal CMS from the ground up. I took part in the early stage planning and design of the integrated career development system (GROW). Worked on a talent review application that identifies high performing employees. I've created visual designs, flowcharts, and Figma mockups for various Google projects.



University of Cambridge Cambridge UK (Remote)

Lead UX Designer, October 2009 — July 2012

In charge of the UX Design team for the English360 learning platform. Created and managed style guides and custom themes. Improved the site's overall navigation and user flow. Extended the platform by allowing users to create and purchase course products increasing the company's revenue. Trained Jr. designers on best practices and made sure the quality of work met our standards.